

Substance Abuse Prevention

GALLATIN COUNTY

Environmental Prevention

Needs Assessment

Workbook

SFY2014



Part 3

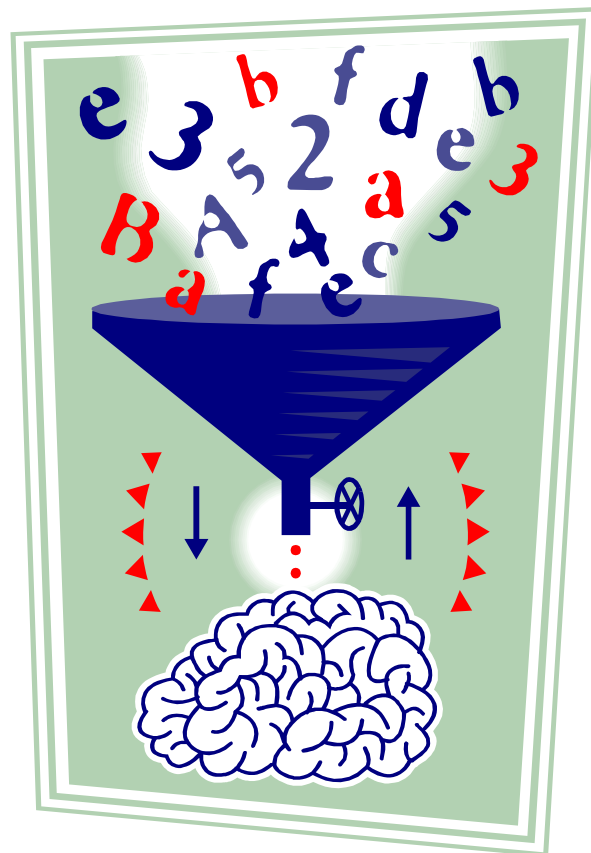
Analysis & Recommendations

Version 1
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Problems



Task One:
Explore Consequence and Consumption Data in Your Community
in Order to Identify What Problems are of Greatest Concern

CONSEQUENCES – PART 3

Alcohol-related consequences are defined as the social, economic and health problems associated with binge drinking. This first section looks at the alcohol-related motor vehicle crash data and will help you understand the impact or consequence this has on your community. While it is recognized that not all communities will experience exactly the same impact, the consequence this project is focused on reducing is motor vehicle crashes.

Motor Vehicle Crashes

One of the major consequences of drinking alcohol is motor vehicle crashes resulting in injury and death. Drinking and driving have significant negative consequences for Montana's population. Your task will be to use the motor vehicle crash information for your community, rate the data and compare it with the state data using Workbook Part 1 - Tables 2 through 4.

QUESTION 1 Motor Vehicle Crashes

Based on Tables 2 through 4 and any other local data, how do alcohol-related motor vehicle crashes in your community compare to alcohol-related motor vehicle crashes across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Per Table 2: the problem is smaller regarding alcohol-related motor vehicle related crashes with injuries in Gallatin County as compared to the rest of the state. Although the number of alcohol-related crashes with injuries that occurred in Gallatin County fluctuated over the years, dipping in 2009 and then increasing in 2010, decreasing in 2011 and then rising again in 2012—there were still fewer that happened in Gallatin County as compared to the rest of Montana. From 2008 to 2012, the number of crashes dropped from 112 to 92 that were alcohol related.

Table Three's "Alcohol-Related Crashes with Fatalities for All Races for 2012:" **seven** fatal crashes involving alcohol in Gallatin County in 2012 occurred with a rate of 7.59 rate per 100,000. The state's rate per 100,000 population is 12.17, however; therefore, there were fewer alcohol-related fatalities on the roadways in Gallatin County than occurred around the state.

Montana has the dubious distinction of leading the nation in terms of alcohol related motor vehicle fatalities. "Montana leads the nation in deaths-per-capita, and deaths-per-vehicle-mile-traveled for DUI offenses. We are not in very good shape. We have some things we can do," said former Prairie County Attorney Erin Inman. (from Bozeman news station KBZK news report on Multiple DUI Offenders Broadcast 5/21/14).

The Montana Department of Transportation (MDT) reports that alcohol was the highest contributing factor to over 1,800 accidents in 2011 with 71 of those resulting in fatalities.

Underage Drinking and Driving

QUESTION 2 Underage Drinking and Driving

Based on Tables 5 through 7 and your community's own local data, how does underage drinking and driving in your community compare to drinking and driving across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Based on Table 5 which shows the Percentage of Students who Drove a Vehicle when they had been drinking alcohol during the past 30 days (for all races), 19.6% of students in Gallatin County reported driving after drinking. So, almost 1 in 5 students have driven while impaired in the last month. Montana's state data percentage is lower—at 16.6%. Therefore, there are *more* impaired underage drivers in Gallatin County (three percentage points higher) when compared to the state average. (Data source: PNA 2008-2012.)

The data reflects some of the comments made by adolescents in MIP (Minor in Possession) education classes at the Alcohol and Drug Services of Gallatin County's "Adolescent Resource Center. Drinking and driving is, unfortunately, still considered a necessary practice by both adults and those under age 21—with the notion that "it won't happen to me" a common refrain. A few of the teenagers in the MIP classes have rationalized drinking and smoking marijuana by stating that "there's nothing to do" in (fill in the name of town located in the county). Complaining of boredom is heard more often in the winter months than when the weather is favorable.

To summarize: socializing at house parties or on the outskirts of town means traveling several miles from home where adolescents might drink and then drive home with other teenagers—their friends or acquaintances—in the car with an impaired driver. This dangerous practice still occurs although several teens in MIP classes reported they would feel comfortable calling their parents or an older sibling for a ride (late at night, after they had been drinking) and that the communication lines were open as to prioritize their safety.

High School Students Riding in Car Driven by Someone Who Has Been Drinking

QUESTION 3 High School Students riding in a Car Driven by Someone Who Has Been Drinking

Based on Tables 8 through 10 and your community's own local data, how does high school students riding in a car driven by someone who has been drinking in your community compare to students riding in a car driven by someone who has been drinking *across the state*? Is your problem bigger, smaller or about the same? Discuss the differences.

For 2012, 21.8% of Gallatin County eighth grade-students reported riding in a car with a drinking driver, compared to 24.3% for the state, or, 3.5% percentage points fewer students in this particular age category.

In 10th grade, fewer Gallatin County students reported riding with an impaired driver versus the state average: 18.3% percentage points vs. 25.7% percentage points, or 7.4% percentage points *fewer* Gallatin County sophomores have ridden with a driver who had been drinking.

However, by the time Montana students are 12th graders in high school, over a quarter of them have reported riding in a car with someone who has been drinking—this is true for both the state and Gallatin County. They are extremely close figures: 25.5% percentage points of Gallatin County students compared to 25.9% percentage points for the state's average, or only .4% percentage points fewer Gallatin County 12th graders than Montana 12th graders have ridden in a car with a driver who has been drinking. This indicates that the prevalence of drinking increases as does riding in a car with someone who has been drinking when adolescents reach 11th or 12th grade (junior/senior) of high school. Note: 8th graders are not able to acquire a driver's license, with most 10th graders acquiring a driver's license. The majority of 12th graders, or seniors in high school students, will have a driver's license and will be driving their own vehicle, a parent's, or possibly traveling as a passenger in a car with a fellow senior in high school. If pooling the numbers for 8th, 10th, and 12th grades, Gallatin County reports a lower percentage than the state—at 21.9% vs. 25.3% percentage points. (This percentage assesses the totals of the three grades surveyed combined of high school students riding in a car driven by someone who has been drinking.)

The bottom line: about a quarter, or *1-in-4 Montana high school seniors*, have ridden in a car with an intoxicated driver in the past month—an alarming statistic in and of itself.

Final Consequence Question

QUESTION 4

Based on all of the consequence data analyzed here and your answers to Questions 1 through 3, how are motor vehicle crashes, underage drinking and driving, and high school students riding in vehicles driven by a driver who had been drinking impacting your community? Explain the rationale for your response.

While the number of alcohol-related crashes—with injuries or fatalities—is less than the state’s average, the rate of underage drinking and driving is higher for a certain portion of the youth population. That is, there are *more 12th graders* in Gallatin County driving a vehicle “when they had been drinking” as compared to the rest of the state. The number for 10th graders drinking and driving is less than Montana’s as a whole (5.0% vs. 8.6% percentage points). Note: Most students get their driver’s license in 10th or 11th grade in Montana. By 12th grade, the vast majority of students will have their driver’s license in all 56 counties in Montana.

Based on YRBS data, more twelfth graders are drinking alcohol than in tenth grade. This implies that the 11th grade year, or junior year, is a pivotal year in which many students will experiment with alcohol, perhaps for the first time. Juniors and seniors are “upperclassmen” and usually have their driver’s license and their own motor vehicle thus enjoying more freedom with later curfews as compared to when they were in middle school (8th grade) or during their sophomore year.

Regarding Montana versus Gallatin County students who drank and then drove: exactly 3% percentage points more Gallatin County students admitted they had drank alcohol and drove as compared to peers around the state. (19.6% percentage points in Gallatin County vs. 16.6% percentage for the state of Montana). Bozeman, as a college town, has a population that is seven years younger than the average age for the state (33 years old in Gallatin County vs. 40 years old in Montana).

Or, possibly the higher reported incidence of underage drinking and driving may be attributed to the passage of time, e.g. it’s been more over a decade since a Bozeman High School high student was killed, riding as a passenger in a vehicle operated by an intoxicated, underage driver after attending Bozeman High School’s Homecoming Dance. Currently, teens tend to downplay the dangers of drinking and driving. (Note: the mother of the youth killed in that particular alcohol-related fatal crash has spoken to numerous high school drivers’ education classes in communities around the state since that tragic accident claimed her son’s life in September 2000. Her emotional testimony continues to make an impact on students. The problem is that safe, responsible driving choices are not sustained over time.)

To summarize: fewer students in Gallatin County than in the rest of Montana report riding in a vehicle with a driver who drank alcohol—when *combining* the figures from 8th, 10th and 12th grades. However, the percentages are almost equal for 12th graders surveyed with the numbers differing by only .4% percentage points; behavior starts to shift in the junior year (11th grade) and must be addressed for 11th graders, in particular

CONSUMPTION – PART 3

This section looks at consumption data and will help you identify which alcohol-related consumption problems are greatest in your community. Consumption data includes binge drinking, underage drinking and driving, and high school students riding in cars driven by someone drinking. While it is recognized that not all communities will experience exactly the same problems the specific focus will be binge drinking.

Underage Binge Drinking

QUESTION 5 Underage Binge Drinking

Based on Tables 11 through 14 and your community's own local data, how does underage binge drinking in your community compare to underage binge drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Tables 11-14 examine the percentage of students' binge drinking in the past two weeks for "all races" (PNA, 2008-2012). The census data for Gallatin County is as follows: 93.3% white, 2.8% Hispanic/Latino, 1.5% two or more races, Asian alone 1.1% and 0.8% American Indian or Alaska Native (city-data.com).

There are no American Indian reservations located in Gallatin County. The majority of American Indians who live in Gallatin County reside in the city of Bozeman.

Studying Table 11 and the column pertaining to 2012 data reveal the same percentage of 8th graders binge drinking (10.00% for both Gallatin County and Montana) with a lower number found in 10th grade than in Montana--18.2% percentage points for Gallatin County versus 21.7% percentage points around the state. More 12th graders are drinking than in the younger grades but out of those 12th graders, *four percentage points fewer are drinking in Gallatin County communities than those 12th graders drinking around the state (27.8 to 31.8%, respectively or four percentage points percentage points)*. This makes the problem of binge drinking for Gallatin County students smaller when compared to underage drinking around the state.

Only two American Indian students reported binge drinking in the last 2 weeks (an 8th grader and a 12th grader) in Gallatin County.

In Part One's Table 13, the percentage of students *binge drinking in the past 30 days for all races* is graphed: it varies from 23.5% (for Montana as a whole), 23.6% (Native American), 25.2% (Native American-on Reservation) to the highest figure, at **30.1%--Native American, living in an urban area**, such as Bozeman. (YRBS)

Regarding binge drinking: 96.89% of **all** students questioned said they did NOT binge drink in the last month. A little over one percent point (1.13%) reported they binge drank on "one day of the month," 1.13% reported binge drinking on two days of the previous month, 0.56% binge drank on 3-5 days, none did on 6-9 days or 10-19 days and one student reported binge drinking 20 or more days (0.28%).

Lastly, from Table 14, on “binge drinking in past 30 days for American Indians” (YRBS) lists data for American Indian students living in urban areas to American Indian students living on reservations. Comparing figures for 2009, 2011 and 2013, the percentage of American Indian students reported binge drinking has declined, particularly for those students living on reservations. A significant drop in percentage points from 38.3% in 2009, to 31.0%, in 2011, and then to 25.2% in 2013, occurs. This is still a quarter of reservation-based American Indian students reporting a binge-drinking episode yet the numbers are encouraging as they have declined over the last four years.

Adult Binge Drinking

QUESTION 6 Adult Binge Drinking

Based on Tables 15 and 16 and your community’s own local data, how does adult binge drinking in your community compare to adult binge drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

From Table 15: In 2012, **21.8%** of respondents 18 years and older (for all races) in Montana binge-drank, according to the BRFSS sample. (Note: The percentage *rose* from 17.7% in 2008 to 21.8 % in 2012, or by 4.1% percentage points.)

According to Table 16, of American Indians age 18 and older polled, **27.5%** reported binge drinking in the last 30 days (for year 2012). More American Indians (5.7% percentage points greater) reported binge drinking in the past 30 days as compared to all races.

In 2011, the Gallatin County Health Department commissioned an out-of-state health care consultant firm, Professional Research Consultants (PRC) who telephoned 400 persons in a tri-county area of south-central Montana. PRC asked the respondents a series of questions pertaining to alcohol, drug, and tobacco use. From the PRC health Report, **28.7%** of the population surveyed, aged 18-39 years old, binge drank in the last 30 days. (**The PRC Survey includes Gallatin County, and neighboring Park and Meagher Counties, in the sample of 400 respondents.*)

At nearly 29% admitting binge drinking in the last month, this statistic is striking in that: respondents were contacted via a land line telephone (which is uncommon for college students to use as most rely on mobile phones). Also, some of the population surveyed is older than the traditional age for college students (e.g. respondents were in their ‘thirties’). Significantly, this number indicates that binge drinking is more common than perhaps suspected and includes people who could be alcoholic or alcohol-dependent. The PRC survey revealed a difference of

6.9% percentage points more for Gallatin County adults drinking more than 5 drinks in a sitting (male) or 4 drinks in a sitting (female) over the past month than other adults around the state.

From data collected from physicians at Bozeman Deaconess Hospital, many of the patients requiring medical attention for adults (over age 25) are being admitted or treated for alcohol withdrawal symptoms, ranging from moderate to severe. If they require medical attention at the hospital for alcohol-related health problems, it is either for alcohol poisoning or alcohol withdrawal. For the former condition, patients tend to be younger; for the latter, they are typically aged mid-30s and older.

Note: Gallatin County is comprised of one “city” (Bozeman) and several smaller towns, including frequently visited West Yellowstone near Yellowstone Park. Bozeman is home to Montana State University-Bozeman, the largest university in the state with over 15,000 students enrolled. Additionally, the nation’s most northern Interstate, I-90, is the major thoroughfare in Gallatin County, spanning the entire state of Montana, running east to west. Highway 191 is a winding, mostly two lane (four lane in some stretches) that runs north to south and can be considerably dangerous as semi-trucks often travel this route to West Yellowstone and Idaho--passing is difficult. Highway 191 parallels the Gallatin River in many places and is the principal highway for those traveling to the resort town of Big Sky as well.

Underage Drinking (30 Day Use for Alcohol)

QUESTION 7 Underage Drinking Based on Tables 17 through 19 and your community’s own local data, how does underage drinking in your community compare to underage drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Gallatin County has a smaller problem with underage drinking over the past month for students in 8th grade (16.8% percentage points in Gallatin County; 18.8% percentage points for Montana), an almost identical problem amongst 10th graders (36.5% percentage points for Gallatin County vs. 36.9% percentage points for Montana) and a slightly smaller problem for 12th graders (48.6% percentage points in Gallatin County; 49.5% percentage points in Montana). Just under *half* of Montana’s high school seniors will drink alcohol in a given month—indicating that there is much work to be done in the field of prevention. Ideally, the percentage of underage students engaging in drinking will steadily decline over the next five years.

Table 18: Graph. The percentage points for Native American students who drank in the last month have dropped **significantly** since 2007--*from 53.9% percentage points of Native American students, living on a reservation in 2007, to 36.0% percentage points for those Native Americans living on a reservation in 2013*. This signifies a substantial decrease in the number of Native American students drinking alcohol who live on a reservation.

Analyzing 2013 data and the “Percentage of Students drinking in past 30 days for American Indians” (2009-2013 YRBS), one finds that the numbers have dropped since 2009 across the range of American Indians living in urban areas, reservations, and for the state total. 39.7%

percentage points of American Indian students located in urban areas reported drinking in the past 30 days, 36.0% percentage points of American Indians located on reservations drank in the last month, while the state total was in the middle-- at 37.1% percentage points.

Prescription Drug Abuse by Youth (30 Day Use)

QUESTION 8 Prescription Drug Abuse

Based on Tables 20 and 22 and your community's own local data, how does the data about prescription drug abuse by youth in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

We have a bigger problem with youth using prescription drugs in Gallatin County than around the state as based on Table 20 (2008-2012 PNA). Using 2012 Data, 4.6% of 8th graders in Gallatin County used prescription drugs vs. 1.8% around the state, for a difference of 2.8% percentage points. Therefore, more 8th graders in Gallatin County used prescription drugs in Gallatin County than their peers around Montana. 5.3% percentage points of 10th graders in Gallatin County misused prescription drugs whereas 3.8% of tenth graders around the state misused prescription drugs. And, most telling, 10.2% of the PNA survey respondents admitted using prescription drugs in the last month but only about half that amount--5.0%--of 12th graders around Montana used prescription drugs. Bottom line: *Gallatin County youth are using prescription drugs at more than double the state's rate by the time they are seniors in high school.*

According to the graph in Table 21 and the percentage data in Table 22, the percentage of students using prescription drugs in the past 30 days for American Indians is significantly higher than for "all races." However, what is most encouraging is that numbers have declined since 2011 for American Indians (both living in urban areas or on reservations). In 2011, more than a third of American Indians located in urban areas reported using prescription drugs in the past 30 days (34.4%). In 2013, that number dropped to 25.2% percentage points. The percentage points for the state *rose* 2.2% percentage points from 2011 to 2013, from 16.2 to 18.4%.

2013 data reveals 25.2% percentage points of American Indian students living in urban areas used prescription drugs. For Native Americans living on reservations, 21.3% reported taking prescription drugs in the past 30 days. The state total registered at 18.4% for all races. (YRBS 2007-2013 survey.)

Final Consumption Question

QUESTION 9

Based on all of the consumption data analyzed here and your answers to Questions 5 through 8, how are underage drinking, binge drinking, and prescription drug abuse impacting your community? Explain the rationale for your response.

The percentage of those engaging in binge drinking is higher in Gallatin County than around the state and prescription drug usage is also higher than around the state. However, it should be noted that the majority of Gallatin County youth are NOT drinking alcohol. The overwhelming majority of underage youth do NOT abuse prescription drugs but the numbers of youth in Gallatin County who do abuse prescription drugs is higher than for other Montana teens and might be attributed to availability. Gallatin County contains over 30 pharmacies that are able to prescribe medications (Bozeman is the fifth largest city in the state.) Prescription pill abuse and underage drinking/binge drinking takes place in smaller communities around the county as well (Belgrade, Three Forks, West Yellowstone etc.). This is impacting the community in that some of the underage drinkers will be driving after consuming alcohol, smoking marijuana or taking prescription drugs. Not as many teens under age 18 have received MIP (Minor in Possession) citations since January 2014 to date (May 2014). This could be attributed to fewer incidents of underage drinking occurring or because there are fewer parties occurring around Gallatin County during the winter and spring months.

It is worth noting that marijuana remains more “popular” and is more readily available than prescription drugs (cocaine, methamphetamine, heroin or LSD). Marijuana is now more popular than tobacco and usage is higher around the nation—not just in Montana or Gallatin County with recent studies reporting that there is a higher number of high school students smoking marijuana than cigarettes in the last month (this is the first time marijuana usage has surpassed tobacco smoking). Marijuana/cannabis dependence is the number one reason adolescents seek residential treatment in the U.S.

RISK FACTORS - PART 3

Perception of Parental Disapproval/Attitude

QUESTION 10 Parental Attitudes and Disapproval

Based on Table 23 and your community's own local data, how does the data about parental attitudes and disapproval towards alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Assessing Table 23 on the percentage of students' perception of parental disapproval, Gallatin County students' perception is aligned with respondents from around Montana; therefore, the problem is about the same.

From the 2012 PNA, 90.2% percentage points of 8th graders in Gallatin County answered that their parents disapprove of alcohol/drug use (vs. 90.9% percentage points for the state, or at a 0.7% percentage point difference). The percentage dips a little by 10th grade with 86.0% percentage points perceiving disapproval (with a marginally lower percentage rate for the state at 84.1% percentage points). However, by 12th grade, the number has dropped significantly to 70.5% percentage points of Gallatin County students *perceiving* parental disapproval regarding ATOD usage. That number is only .10% of a percentage point lower than the state's number of 70.4% percentage points of high school seniors regarding parental disapproval of alcohol and drug usage. Why is the percentage lower by the time students are seniors in high school? One could hypothesize that 12th graders are in their final year of schooling and usually turn 18 by graduation. At eighteen, U.S. citizens are able to vote, enlist in the military, get married without parental consent, gamble, purchase cigarettes, and serve open container alcohol in restaurants or bars. With all of those privileges or entitlements granted at age 18, many teens feel they "should" be allowed to drink alcohol then—and, so there are always more people receiving MIP citations in the 18-20 year old age bracket than under 18 each month at the Adolescent Resource Center.

In other words, the high school seniors might feel justified in drinking by the time they are 17 or 18 and are in the twelfth grade and, therefore, do not feel their parents will be as likely to disapprove of their drinking or drug use. However, the survey reveals that the majority of Montana 12th graders (or 7 out of 10) feel their parents *would* disapprove of ATOD use. For the minority of respondents, or three of out of ten, it is possible they feel their parents would not disapprove of their underage alcohol usage since they are very close to completing high school. Following high school, they will be soon transition to college or the work force (or military service) and will be out of the family home--"on their own." They reason that they are "adults" in the eyes of society and the courts except for being able to purchase or consume alcohol prior to age 21. (The LDA, or legal drinking age, was set at 21 in 1984, nationwide, though it took a few more years after the federally mandated requirement, to be uniformly adopted across all 50 states. The drinking age ranged from as young as 18 to 21 prior to 1984, depending on the state. In Montana, the LDA was 19 until the mid-1980s. Primary reasons for raising the LDA include: human brain development data concludes the brain hasn't fully developed until one is in their mid-twenties as well as overwhelming data regarding alcohol-related fatalities or injury in those states where the drinking age was lower. Adolescents have a tendency to "binge drink," if given

the opportunity and availability, as their decision making center in the brain has not fully formed and their bodies are physically unaccustomed to alcohol; they potentially drink too much and too fast when they do drink alcohol further compounding developmental risks.

Perception of Peer Disapproval/Attitude

QUESTION 11 Peer Attitudes and Disapproval

Based on Table 24 and your community's own local data, how does the data about peer attitudes and disapproval towards alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Our problem in Gallatin County regarding perceived **peer** disapproval is larger when kids are younger (8th graders) and smaller when they are older—e.g. 12th graders. It's about the same percentage as the rest of the state in the "middle" category of 10th grade with 65.6% percentage points perceiving disapproval in Gallatin County vs. 63.5% percentage points for sophomores around the state.

PNA data from 2012 for 8th graders, indicates about two thirds, or 66.7% percentage points of Gallatin County students surveyed have a significantly lower percentage figure for those regarding perceived peer disapproval regarding ATOD use (for all races) compared to Montana's data at 83.3% percentage points. The difference is 16.6% percentage points less.

In 10th grade, Gallatin County's percentage is about the same as data for Montana 8th graders at 65.6% versus 63.5% for the state (2.1% percentage points higher for Gallatin County compared to Montana).

But by 12th grade, 70.8% of Gallatin County students still perceive that their peers would disapprove of ATOD usage whereas only 53.3% percentage points of 12th graders located around the state felt their parents would disapprove of ATOD use. This means that by the time teenagers are seniors in high school, there is not as great a stigma associated with drinking or drug usage around the state (about half believe their peers would disapprove). In fact, evidence suggests that the "culture" in Montana (e.g. society's attitude) tolerates underage drinking which is coupled with a legislative body that is disinclined from stiffening penalties for drinking and driving.

Perceived Risk/Harm of Use

QUESTION 12 Perceived Risk/Harm of Use

Based on Tables 26 through 30 and your community's own local data, how does the data about perceived risk/harm of use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Gallatin County is fairly level with the state's numbers in these categories except in a few instances where the problem (e.g. perception that drinking alcohol is ok) is bigger. Specifically, only 54.8% of 12th graders in Gallatin County believe "it's wrong to drink alcohol" while 69.0% percentage points of twelfth graders around Montana think drinking alcohol is wrong—a difference of 14.2% percentage points. (PNA, 2012.)

Not surprisingly then, more 12th graders—36.1%--believe it is "cool" to drink alcohol regularly in Gallatin County versus 30.3% of seniors around the state. This isn't a large discrepancy but one still worth noting. However, fewer Gallatin County 8th graders than their peers around the state affirm that it's "cool to drink regularly (8.6% versus 11.1%)." This indicates *a possible perceptual shift occurring in 10th or 11th grade in Gallatin County communities*; the younger adolescents tend to frown upon drinking alcohol regularly. However, by the time students reach 12th grade, more than a third believe it is not only okay to drink regularly, but that it's actually *cool* to drink regularly.

Table 28 discloses findings about the percentage of students who perceive risk of harm of having 1-2 drinks every day for all races and Gallatin County students responded about the same as their peers around the state. Very similar percentages are seen in 8th and 10th grade with a moderately higher 4.6% percentage points higher for Gallatin County students in 12th grade perceiving a risk of harm for those having 1-2 alcoholic drinks (67.3% in Gallatin County with 62.7% for Montana).

In 2012, more Gallatin County students than Montana students perceive there is a risk of harm if having 5+ alcoholic drinks every weekend (for all races). In all three grades (8th, 10th and 12th), more Gallatin County students thought it was harmful to engage in binge drinking. Looking at the total of 8th, 10th, and 12th grade survey respondents, 81.6% percentage points of Gallatin County youth perceived "risk of harm" if having more than five alcoholic drinks compared to 76.0% of youth around the state perceiving harm, for a difference of 5.6% percentage points.

Family Communication around Alcohol/Drug Use

QUESTION 13 Family Communications around Alcohol/Drug Use

Based on Table 25 and your community's own local data, how does the data about family communication around alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Gallatin County lags behind the state in this area: not as many Gallatin County teenagers speak to their parents about the dangers of alcohol or drug use when compared to their counterparts around the state. The 2012 PNA data in Table 25 shows that 44% of Gallatin County 8th graders spoke to a parent about ATOD (Alcohol, Tobacco and Other Drugs) while 63% of Montana eighth graders did. The disparity grows as students get older—fewer kids talk to their parents in Gallatin County than those students around the state. In 10th grade, 25.1% Gallatin County students vs. 62.4% Montana students spoke to their parents, and, **in 12th grade, only 18.9%** of Gallatin County students communicate about ATOD issues--though over half, or 57.5%, of Montana's high school seniors are. This is an area that clearly needs to be improved in Gallatin County. In the MIP classes for adolescents under age 18, parents or guardians are required to attend the third and final MIP class, often providing a vital first step in fostering communication.

Alcohol Use is Causing Problems in Areas of Financial, Legal, Emotional, etc.

QUESTION 14 Alcohol is Causing Problems in Areas related to Financial, Legal, Emotional, etc.

Based on Table 31 and your community's own local data, how does the data about problems related to financial, legal, emotional, etc., around alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Based on 2012 PNA results, very few Gallatin County students have alcohol-caused problems regarding financial, legal or emotional matters or are in denial about having such problems. Only 1.8% percentage points of Gallatin County 8th graders versus 6.00% percentage points of Montana 8th graders responded affirmatively (that problems have arisen in the aforementioned areas). By 10th grade, only 1.9% percentage points of the Gallatin County surveyed students said alcohol was causing problems as compared to 10.6% percentage points of their Montana peers. The numbers did not change significantly by 12th grade: 2.9% percentage points of Gallatin County seniors reported having alcohol-related issues yet 10.1% percentage points of Montana seniors responded that alcohol had been in a factor regarding financial, legal or emotional problems for a difference of 7.2% percentage points.

Final Risk Factors Question

QUESTION 15

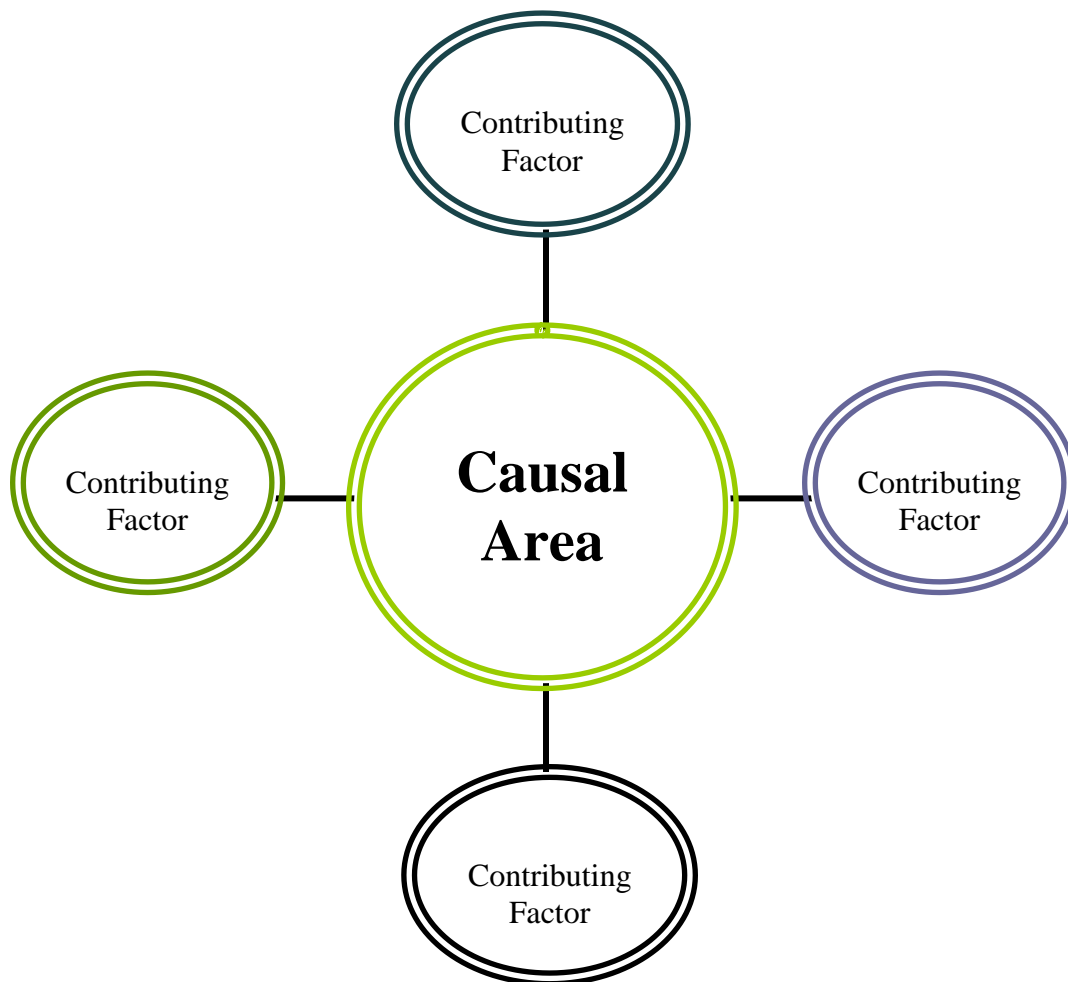
Based on the risk data collected in questions 10 through 14, how is your community affected by the risk factors outlined above? Explain the rationale for your response.

Based on the questions below, two areas regarding risk on the PNA stand out.

Firstly, communication with a parent about the dangers of alcohol and drug use during the past 12 months could be improved. Gallatin County lags behind the state in this category; the percentages are lower by 20-30% percentage points when compared to Montana teens.

Secondly, when assessing students who believe that alcohol is causing problems in areas related to financial, legal, emotional etc. for all races, it appears that Gallatin County students answered that alcohol was not causing problems in all three grades surveyed (8th, 10th, 12th grades). Gallatin County teens may not be readily admitting it, however—or, perhaps, alcohol is actually not causing problems in the aforementioned areas around Gallatin County. The numbers of students enrolling in Minor in Possession education classes has declined in the last several months which *may* indicate a decrease in the number of students using alcohol or marijuana *or* it may reflect that fewer kids are getting caught with alcohol or marijuana in their possession. Only a fraction of Gallatin County high school seniors, at 2.9% percentage points, admit alcohol is causing problems; this is in contrast to over 10% of Montana seniors who stated that alcohol use had contributed to financial, legal, emotional, or other sorts of problems.

Causal Areas



Task Two:
Gather Data on Four Causal Areas

RETAIL AVAILABILITY – PART 3

Compliance Checks

The selling of alcohol to minors or to individuals who are intoxicated can contribute to the misuse of alcohol in your community. One measure of this is the failure of compliance checks by retail outlets. Collect the following data for your community. If compliance checks are conducted by more than one agency, it will be necessary to collect data from multiple law agencies in your community (Sheriff, Deputy, City Police, Tribal Law Enforcement, and Highway Patrol). In some counties, the DUI Task Force may have compliance check data available.

QUESTION 16 Compliance Checks

Based on Workbook Part 2 (Local Data) - Table 2-3 does the failure percent seem to be rising or staying the same. Discuss the impact this may be having on your community.

The failure rate seems to be decreasing. In other words, retail outlets are doing a better job of asking customers for identification to prove they are of legal age to purchase alcohol (also known as “carding”). Bozeman recently conducted compliance checks and “tested” 18 establishments in February 2014. Fifteen bars/stores passed while three failed the compliance check for a failure rate of 16.67%.

Compliance checks and positive newspaper articles in the Bozeman Daily Chronicle and on local television news affiliates are making a difference. Fewer businesses are failing; this creates a perception in the minds of would-be underage drinkers attempting to purchase alcohol that it will be difficult to buy alcohol with a borrowed or fake ID (and, there is a very real risk they might get caught). It also motivates sellers and servers to reinforce a carding policy since employees do not want to get fined—and/or have their name and place of employment listed in a Bozeman Daily Chronicle article posting compliance check results or, quite possibly, lose their job, all because they failed to card. KBZK recently featured a news broadcast about compliance checks: <http://www.kbzk.com/news/compliance-checks-aim-to-keep-alcohol-away-from-underage-drinkers/.h>. The segment illustrates the importance of conducting compliance checks around Gallatin County and the need to *continue* them—in short, they have been effective at reducing sales to underage persons.

QUESTION 17 Compliance Checks

If your community does not do compliance checks, does them infrequently, or if residents have no knowledge of the results of compliance checks, how might this affect binge drinking and drinking & driving in your community? Please the rationale for your response.

Our largest community in Gallatin County is a college town meaning it is a town teeming with young people under the legal drinking age of 21. Bozeman is home to the primary campus of Montana State University. Therefore, Bozeman Police Department and MSU Police Department frequently partner together and perform compliance checks, approximately three or four times a year. Results have consistently reduced underage sales and are a productive practice. However, over-service continues to be an issue in Gallatin County and yet only one citation has been issued to a bartender in the last 6 months (at a Bozeman Main Street tavern). Over-service enforcement is difficult to prove and is rarely conducted in Gallatin County. BPD and MSU Police Department will continue to do compliance checks specifically because Bozeman is a college town for 9 months of the year and has a significant portion of the population under the legal drinking age of 21.

MSU-Bozeman's enrollment numbers have steadily risen every year and each year, there are thousands of freshmen—new county residents—attending the university. It is in the community's best interests to perform compliance checks with such an influx of underage people living in Bozeman and the surrounding areas. Despite the positive effect of decreased sales to underage people, there is a bit of growing resistance (with some employees resenting the monitoring/"sting" effect of compliance check operations) at convenience stores/gas stations, in particular. These employees have shared (both publicly at "Let's Control It" trainings and privately with Gallatin County DUI Task Force members) that they feel compliance checks occur too frequently.

Alcohol Seller/Server Training

QUESTION 18 Alcohol Merchant Retail Sales Training

Discuss the trends shown in Workbook Part 2 (Local Data) - Table 2-4. How does the number of Alcohol Merchant Retail Sales Trainings and number of people trained vary over time? Is this trend consistent with the relative growth rate of alcohol licenses and the turn-over rate of alcohol servers in your community? Discuss the implications of this trend for binge drinking and drinking and driving in our community.

Note: It is very costly to obtain a liquor license in Gallatin County—one of the priciest counties in the state as far as how much a liquor license costs. This may contribute to the lower number (than the state’s average) of liquor licenses purchased in Gallatin County.

In 2011, there were more out-of-town trainings conducted: in Big Sky and/or West Yellowstone. In 2012, thirteen trainings were conducted in Bozeman with a total of 149 people trained. The RASS participants’ numbers **have** fluctuated over the past five years in which they were assessed for the Data Workbook (2008-2012). The biggest years in terms of how many people were trained were 2009 and 2011 (324 and 408 participants, respectively).

QUESTION 19 Alcohol Merchant Retail Sales Training

If your community does not hold RBSS trainings, how might this affect binge drinking and drinking and driving in your community?

Not applicable. Bozeman holds RBSS (now called “Let’s Control It”) trainings at Alcohol and Drug Services of Gallatin County on a bi-monthly basis. Some companies in Bozeman conduct their own in-house trainings as well. The majority of those taking the class expressed satisfaction with the course content and stated they “learned something” from the training.

Retail Availability Questions

QUESTION 20

Based on information gathered about liquor licenses Workbook Part 1 - Table 32, alcohol compliance checks, Alcohol Merchant Retail Sales Trainings and other local data, what are the retail-availability problems that might contribute to binge drinking and drinking and driving and their consequences in your community? Explain the rationale for your response.

Gallatin County issued 103 liquor licenses in 2012 (with a population of 92,614 residents) for a rate of 111.21. This rate puts our county close to the bottom of liquor availability outlets as compared to the other 55 Montana counties. *Only 4 other counties sold fewer licenses--* although some of these counties have a greater population than Gallatin County (e.g. Yellowstone County with a rate of 86.25). Gallatin County does not have a big problem in terms of retail availability; it is pro-active in terms of compliance checks and retail availability. In fact, several youth in Minor-in-Possession education classes have stated that it can be easier to find marijuana than alcohol--due to strictly enforced carding policies at retail outlets around the county.

QUESTION 21

Based on the above considerations, to what degree do you believe retail availability is impacting the binge drinking and drinking and driving and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact										Major impact				
0	1	2	3	X4	5	6	7	8	9	10				

A few establishments in Gallatin County do not consistently card customers. However, most bars and gas stations/convenience stores do a stringent job of "carding" their patrons. Most underage alcohol consumers obtain alcohol from friends/relatives or relatives of friends and not from retail outlets (Department of Revenue, Liquor Control Division).

Specific to Gallatin County: "Music on Main" is a summer event happening on Thursday evenings in Bozeman that allows people to walk on a closed off (for several blocks) Main Street with open container alcohol (normally, open container usage is prohibited in Bozeman per city ordinance). Musical entertainment, sidewalk food and drink vendors and approximately a thousand people stroll on the closed streets every Thursday evening for six weeks in July and August. Law enforcement maintains a presence throughout the blocks that are designated for Music on Main events and has issued citations to those violating the open container ordinance provision (open container is only allowed for a few hours on certain streets/sidewalks during Music on Main evenings). The businesses selling alcohol are responsible for asking customers to provide a valid identification proving their legal drinking age status--whether they are selling alcohol inside an establishment or on the sidewalk/street.

CRIMINAL JUSTICE – PART 3

QUESTION 22 Conviction Rates

Based on Table 2-5, discuss the impact the conviction rate may be having on your community.

The conviction rate for MIP is high—at over 80% percentage points, and relatively high for DUI, at over 70% percentage points, but in 2012, the conviction rates for Open Container and for Multiple DUI in Gallatin County were substantially lower. For Multiple or Aggravated DUI, the conviction rate is still over half-- at 52% percentage points-- but for Open Container, only 24% percentage points of the filed charges resulted in convictions.

DUI arrests dropped over the five years ranging from 2008-2012 around the county but in figures just released by the Gallatin County DUI Task Force, the Bozeman Police Department reported an increase in DUI arrests (24% percentage point increase from the previous year of 2012). This signals a return to prioritizing DUI by both law enforcement and the criminal justice system--good news for the community and everyone on the roads. The message that DUI laws *will* be enforced and violators *will* be transported to the Gallatin County Detention Center and charged with “Driving Under the Influence” creates a public shift in perception. Perhaps, people will be deterred from driving under the influence because the probability of being caught is higher, whereas in the last five years or so, the fear of being apprehended while driving under the influence diminished as arrests continually dropped each year. An up-tick of 24% in DUI arrests signals a renewed commitment to enforcing and apprehending DUIs on the roads of Gallatin County. The former Gallatin County DUI Task Force Executive Chairman commissioned a comprehensive survey on the challenges surrounding DUI which should be completed and made public in the fall of 2014.

QUESTION 23

Based on Workbook Part 2 Table 2-6, identify any specific type of crime that has a conviction or dismissal rate noticeably different than others.

“Intent to sell a controlled substance” filings are scarce with only four filed for 2012; one of which resulted in a guilty plea--for a 25% percentage point conviction rate. “Possession of a controlled substance” arrests were more common—with 187 filed charges. “Intent to sell or distribute” falls under a wider scope, legally, and the number is low due in part to the diligence of a separate drug task force overseeing Gallatin County (along with several other counties in southwest and central Montana), e.g. the Missouri River Drug Task Force. This branch of law enforcement targets the illegal drug trade. The MRDTF is instrumental in apprehending those individuals who are charged with intent to sell (e.g. drug trafficking, possession and other charges may be added).

Key Informant Interviews with Law Enforcement

As part of this environmental assessment you will need to conduct interviews of key law enforcement officers. If your jurisdiction is served by both a police department and a sheriff's department you are encouraged to do an interview with both the Chief of Police and the Sheriff but consider what interviews would be the most appropriate and informative for your community. Other law enforcement to consider includes Tribal Law Enforcement, Highway Patrol, Code Enforcement, Fish and Game or Forest Service.

QUESTION 24 Key Law Enforcement Interviews

Based on your interviews with law enforcement officers others on this topic, what efforts are your law enforcement agencies pursuing to address binge drinking and drinking and driving in your community?

"Ride-Alongs" are permitted for approved members of the general public and provide an enlightening experience —e.g. insight into what police officers encounter as they respond to a variety of calls from dispatch or who "work traffic." Specifically, the opportunity to go on a "Ride Along" grants a layman access to a variety of interactions peace officers encounter on any given weekend night in Montana's fifth largest city and now-largest "college town." Observation of an off-campus college party, several traffic stops (no DUI charges were issued on this particular shift) and a tense stand-off with an extremely intoxicated individual involved Bozeman Police Officers, Gallatin County deputy sheriffs and Montana State University Police officers ensued. (A 28 year-old man pulled a rifle on his live-in girlfriend and was charged with Partner Family Member Assault. The situation was handled professionally and with neither party suffering injuries. The Gallatin County Prevention Specialist witnessed said events during a Ride-Along on 11/15/2013, from 9:00pm-1:30 am.)

Law enforcement collaborates with MSU Police in conducting compliance checks. This practice has reduced underage *retail* availability in Gallatin County. The "24/7 program" has also received positive notices from the public, law enforcement and the participants themselves (by adhering to such strict guidelines has ensured sustained sobriety for many individuals).

Lastly, over the summer of 2012, the Open Container ordinance was strictly enforced by local law enforcement. This ordinance prohibits people from drinking from an open container of alcohol—typically, citations are given to those drinking on sidewalks, in the alleys, or in parked vehicles in downtown Bozeman. This resulted in numerous citations and sent a clear message to the patrons that openly drinking while on sidewalks or in the alleys will *not* be tolerated.

The Bozeman Police Department, the MSU-Bozeman Police Department and Gallatin County Sheriffs all get calls for service regarding responding to underage drinking parties and may or may not issue MIP citations. However, due to the volume of underage adolescents at these parties, MIP citations are not issued to every teenager "caught" with alcohol in their possession. There is no Social Host law on the books in Gallatin County and efforts to enforce a

Social Host provision have temporarily stalled. During the winter, due to weather, there is a decline in high school-age parties. However, these tend to pick up again when warmer weather returns. Currently, judges can suspend an underage driver's license for up to 30 days for the first MIP infraction. Judges have also postponed granting first time driver's licenses for youth receiving an MIP infraction. (Length of postponement ranges from one to six months.)

QUESTION 25 Key Law Enforcement Interviews

Based on your interviews with law enforcement officers others on this topic, what efforts are your law enforcement agencies NOT pursuing to address binge drinking and drinking and driving in your community? What appear to be the primary reasons they are not pursuing identified efforts?

Law enforcement is not able to regulate what people do behind closed doors and whether they engage in binge drinking; however, over-service at *bars* is still an issue in Gallatin County. The Montana Code prohibiting over service could be enforced more regularly. Also, the forthcoming Peace Officer Survey should elucidate many of the challenges and impediments officers face in enforcing DUI (streamlining paperwork, more aggressive prosecution and other contributing factors will be covered in the report). The Survey will be made public later in 2014 and will likely prompt public debate and discussion. Ideally, in a "big picture" overhaul, this will lead to the sustained and desirable outcome of increased safety on the streets, roads, and highways of Gallatin County.

Binge drinking is more challenging to address head-on as it is not a punishable act in and of itself. There is no way to enforce abstinence or even moderate drinking for those of the legal drinking age of 21 and over. Increasing public information and education outreach efforts should be targeted in fiscal year 2015 (i.e. re-instating "Wet Labs" at Montana State University, promoting Drug Take-Back events which ensure that word gets out about the drop-off boxes for unneeded prescriptions located around the county, and increasing the number of appearances/demonstrations on behalf of various coalitions at fairs, etc.).

Use of Local Ordinances

QUESTION 26 Use of Local Ordinances

Based on Workbook Part 2 (Local Data) - Table 2-7, discuss the application or enforcement of each ordinance that exists in your community. Is the ordinance applied consistently? Is use of the ordinance visible to the community? Does law enforcement view it as a useful tool in addressing alcohol-related problems?

Ordinance measures have been moderately successful in Gallatin County. On one hand, the Open Container ordinance has been enforced most consistently in the last few years which has gotten the message across to downtown bar patrons that walking from bar to bar, holding and drinking from an open alcoholic beverage, will not be permitted. It has been applied consistently (on weekend nights when there are more people at downtown establishments, for instance, and has been a useful tool in addressing alcohol-related issues arising from downtown revelers. On the other hand, there are ordinances in place on the MSU campus that make promoting safe and responsible driving messages provided by the Gallatin County DUI Task Force (pamphlets, posters and other materials that discourage drinking and driving) all but impossible. As stated previously, the open container ordinance does have a few provisions; it is waived over the course of 6 weeks in the summer, on Thursday evenings from July until mid-August, to accommodate Main Street being closed to motor vehicle traffic for "Music on Main."

QUESTION 27 Use of Local Ordinances

Are there ordinances which do not exist in your community but which may be especially effective in addressing your binge drinking or drinking and driving in your community? If so, which ones, and why?

If checkpoints were ruled constitutional across the state, law enforcement could better apprehend those driving after binge drinking or drivers who are impaired from other substances. They could also intercept illegal drug trafficking. However, because Montana is an enhanced right-to-privacy state, law enforcement is not allowed to set up road checkpoints (which have been proven effective in other states like California and Florida). If there were checkpoints on West Main Street (which becomes Huffine Lane west of Bozeman), Jackrabbit Lane, and Highway 191--the route to Big Sky and West Yellowstone it would yield numerous DUI arrests and/or intercept those motorists driving on suspended/revoked driver's licenses.

Additionally, there is no Social Host ordinance making parents liable if they host a party allowing underage guests to drink alcohol at their residence. If parents or guardians could be found liable, it would reduce the number of parties held at homes of underage kids. Currently, the Social Host ordinance has been met with apathy in Gallatin County; however, Social Host ordinance lobbying could be pursued more aggressively.

Other Local Data: Criminal Justice

Feel free to consider other local data that will help you better understand how and to what extent criminal justice issues in your community may contribute to binge drinking and its consequences in your community. For example, you may have information on a local DUI Taskforce that exists and its activity level. You may be able to assess information from your local drug courts. If you have other local data, describe the results here.

Criminal Justice Questions

QUESTION 28

Based on information gathered from alcohol conviction rates, use of local ordinances, key law enforcement interviews and other local data, how might the local criminal justice system be contributing to binge drinking and its consequences in your community? Provide the rationale for your response.

The local criminal justice system works to ensure that those who break the law are prosecuted and receive a fair trial. Victim Services personnel work tirelessly on behalf of victims (Victim Services is part of the criminal justice system and is housed in the Law and Justice Center in Bozeman). Assault and PFMA charges have increased over the last few years (Note: According to Gallatin County law enforcement and Victim Service advocates, there have been more female offenders committing violent crimes in the last year or so than in the past.) DUI arrests and ensuring cases are handled properly require a massive amount of manpower, paperwork and potential overtime for what amounts to a misdemeanor charge if the DUI is the first, second or third offense.

[Note to CDB—this might be considered sensitive material. I am leaving it in for your discretion.]

Two MSU-connected sources interviewed for the Data Workbook commented that if a student is discovered to be in possession of marijuana on the MSU campus, they are often punished to the maximum of Montana State University and local law ordinances. However, when students are caught drinking on campus it is not perceived or perhaps punished as severely as marijuana usage. Note: there have been a few well-publicized incidents involving sexual assault at some of Montana State University-Bozeman's fraternities. The assaults occurred at fraternity parties where alcohol was served to both underage and legal age guests. The fraternities were reprimanded and ordered to attend classes pertaining to sexual crimes but they are still allowed to host parties where alcohol is served--the stipulation being they are not permitted to possess or serve hard alcohol or "spirits") in the fraternity houses yet beer and wine is still allowed.

Banning all alcohol at college fraternities like the University of Montana did would set the tone for a progressive, less alcohol-reliant college atmosphere.

QUESTION 29

Based on the considerations in Question 21, to what degree do you believe the concerns around criminal justice are contributing to binge drinking and its consequences in your community? Place an “X” on the scale below. Provide the rationale for your response.

No impact
0 1 2 3 4 5 X6 7 8 9 Major impact
10

Bozeman is a college town with several smaller towns. It’s also a tourist destination thousands of people visit annually (along with nearby Yellowstone National Park); this equates to a younger town (when compared to the state’s median age—Bozeman is seven years younger) and a vacation-type atmosphere. The criminal justice system is not situated to legislate behavior like binge drinking and binge drinking does happen rather regularly in Gallatin County—and around the state. Montana is ranked number three for beer consumption in the U.S. in figures released by the federal government on June 11, 2014.

SOCIAL AVAILABILITY – PART 3

Social availability includes the obtaining of alcohol from friends, associates and family members, but it also refers to the availability of alcohol at gatherings such as parties and other social events where the alcohol is provided as part of the event.

QUESTION 30 Prevention Needs Assessment

Based on Tables 35 and 36, how does student perception of being caught for drinking in your community compare to the perception across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

The problem in Gallatin County when compared to the rest of Montana is about the same regarding student perception of “being caught for drinking in the community.” The PNA question asks specifically about the reaction students would receive if “they drank beer, wine or hard liquor.” In 8th grade, Gallatin County students answered yes for 32.5% percentage points versus 34.5% percentage points by their 8th grade peers around the state (for a difference of just 2% percentage points less). Fewer local **and** state tenth-graders think they will be caught by police for drinking beer, wine or hard alcohol (Gallatin County: 24.9% percentage points vs. State of Montana at 23.8% percentage points). As teens get older, there seems to be less concern about getting caught by police for illegally drinking alcohol, e.g. 12th graders’ response: 19.00% percentage points for Gallatin County high school seniors compared to 20.2% percentage points for Montana high school seniors (2012 PNA survey).

Social Availability Questions

QUESTION 31

Based on information gathered from law enforcement interviews, public opinion surveys, the Prevention Needs Assessment, and other local data what are the concerns around social availability that might contribute to binge drinking, drinking and driving, and respective consequences in your community? Provide the rationale for your response.

Social availability is a concern regarding the “Fairgrounds Dances” that are held at the Gallatin County Fairgrounds several times throughout the year. These are promoted by an outside company and are rarely adult-chaperoned or law enforcement-monitored. Reports of drinking alcohol, drug-taking and sexual misconduct at these dances has surfaced.

Another serious concern is that teenagers are routinely drinking and driving. There is cause for concern that many teenagers around the state—and, around the nation—persist in driving after drinking—despite knowing that drinking and driving leads to injuries, fatalities, tragedy, and utter devastation. There are fewer motor vehicle alcohol-related fatalities—since the legal drinking age was raised—yet, the misuse of alcohol and drugs continue to negatively impact society: across all ages, races, and socioeconomic classes. It’s relatively easy to obtain alcohol and marijuana and it is easier than most people realize to get prescription drugs (though they are expensive) locally here in the Gallatin Valley.

Alcohol is the preferred intoxicant of choice, however, for those in the 17-20 age bracket. Many of these underage individuals have driver’s licenses; many are college students or live with several other young people. It is not just underage people who are drinking and driving, however. Local law enforcement personnel estimated that as many as half the drivers on a Friday or Saturday night were driving under the influence—of alcohol, marijuana, pills, or a combination of substances causing impairment. This is an alarming yet all too common practice in Montana. States that have gotten tougher on DUI have seen the number of crashes and fatalities decrease. Montana could follow suit and make the penalties stiffer and the likelihood of getting caught greater. Resources are available; the problem needs to be addressed head-on—in a pro-active public “town hall” style way, and in an enforcement way—to get the zero-tolerance message across. The attitude is far too “laid back” regarding drinking and driving in Gallatin County—and around the entire state, yet the state legislators do not seem to be in any hurry to stiffen drunk driving penalties or to “crack down” on DUI as other state’s legislatures have.

QUESTION 32

Based on these considerations, to what degree do you believe social availability is impacting binge drinking and drinking and driving and its consequences in your community? Place an “X” on the scale below. Provide the rationale for your response.

No impact										Major impact
0	1	2	3	4	5	X6	7	8	9	10

Based on the availability of alcohol being sold at stores from one end of the valley to the other and because a few businesses fail compliance checks repeatedly (they establish themselves as places where it is “easy” to purchase alcohol if underage) and because of teen-oriented events like the All Ages shows at the Fairgrounds and at the Main Street Arts Complex, the social availability query receives a 6—making it the second highest ranked causal area.

PROMOTION – PART 3

Promotion refers to attempts by alcohol retailers and the alcohol industry to increase demand through the marketing of their products. Once again, this will require some original data collection to acquire a sense of the depth and potential impact of various marketing tactics surrounding alcohol in your community.

Advertising

QUESTION 33 Advertising

Based on the data you collected regarding the level of advertising in local print media within your community, advertising via signage on buildings within your community and advertising via sponsorship of local events, is the overall level of alcohol advertising in your community excessive? Provide the rationale for your response.

In the fall of 2013, local print media, advertising via signage and advertising via sponsorship was assessed in Gallatin County; the overall level of alcohol advertising was *far* from excessive. Only 9% percentage points of downtown buildings displayed signs containing *any* alcohol references (7 out of 78 buildings). The Montana State University “Exponent” newspaper featured NO alcohol advertisements whatsoever. Most of the advertising done for alcohol (beer and wine, especially) was featured in different grocery stores’ coupon or sales section in the Bozeman Daily Chronicle newspaper). The Brick Breeden Fieldhouse at Montana State University does sell alcohol (beer) during concert, theater, or rodeo performances but rarely do alcohol companies sponsor events there or around MSU’s campus. Dozens of fundraisers for different organizations occur every year in Gallatin Valley (from black tie affairs at the Museum of the Rockies to small non-profit 5K races to art gallery openings on Main Street—a wide variety of events may be chosen to attend in Gallatin Valley throughout the year). At some events, alcohol is provided by a specific restaurant/tavern particular brand of alcohol, or a local alcohol distributor.

QUESTION 34 Advertising

Based on the data collected regarding the level of advertising in local print media within your community, advertising via signage on buildings within your community and advertising via sponsorship of local events, how might the magnitude of alcohol advertising in your community be impacting binge drinking and drinking and driving and its consequences?

Alcohol advertising and alcohol brand sponsorship is not a significant problem in Gallatin County. Only one out of 15 billboards on heavily traveled routes around Bozeman and Belgrade feature an alcohol reference (for “the best margaritas” in town at a Mexican restaurant in Belgrade). Of the areas studied for the Data Workbook, promotion is the least troublesome since there is not an abundance of alcohol promotion happening in the media or on billboards, in buildings, at the county fairgrounds, or in athletic arenas.

QUESTION 35 Alcohol-Related News Articles

Based on the data collected regarding the number of news articles in contrast to the amount of advertising in local print media within your community, how do you think alcohol use is being portrayed? How do you think this is impacting binge drinking and drinking and driving in your community?

A small amount of advertising for alcohol or promotional events was featured in print media in the communities in Gallatin County which often contrasted with several articles or stories about highly publicized DUI cases in the very same issue. Also, a few “success,” or stories spotlighting individuals’ recovery, appeared in the Bozeman Daily Chronicle as well as in the Belgrade News over the course of a year. (2012-2013)

It is more unusual to **not** drink alcohol in American society than it is to “normally” or “socially” drink alcohol. Alcohol products are marketed as a reward item and as a complement to a meal when dining out. In moderation, this may be true-- but binge drinking is not done for the taste or as a meal complement. *Binge drinking is drinking alcohol with the sole purpose of becoming intoxicated.* There is a significant portion of the population engaging in binge drinking in Bozeman and in other communities around Gallatin County. Those who *routinely* binge drink are possibly alcohol-dependent or have developed alcoholism.

People binge-drink for the effect alcohol produces; e.g. for the euphoria. Research demonstrates that decision-making is the first area of impaired thinking in the brain thus leading to intoxicated persons getting behind the wheel and driving. They rarely feel that they should not be driving—instead, they erroneously believe they are perfectly capable of driving after having a few drinks (or more). There is still a societal perception that drugs are “bad” and drinking is “good,” or socially acceptable; this perception arises from alcohol’s marketing as a grown-up, “sexy” product, often marketed with enticing, attractive, and financially successful people imbibing alcohol in nationally-distributed advertisements. Alcohol isn’t *everywhere* in

Gallatin County but it is still readily available in A LOT of places. In fact, a “cider house” just opened on a street perpendicular to East Main Street in downtown Bozeman and remains steadily busy. The cider house is located kitty corner to one of the most popular restaurant-breweries in Bozeman and behind a “mom and pop” grocery that features an entire row of specialty wines and custom microbrew beers. Further west on Main Street, one encounters three bars arranged in what is affectionately referred to as the “Barmuda Triangle.” East Main Street has the highest concentration of alcohol establishments in Gallatin County.

Promotion Questions

QUESTION 36

Based on information gathered from sponsorships, advertising and other local data, what are the concerns around promotion that might contribute to binge drinking and drinking and driving and the associated consequences in your community? Explain the rationale for your response.

During fall semester 2013, at a large bulletin board type sign display across from MSU-Bozeman’s “SUB” (Strand Union Building), dozens of papers are plastered to its surface: ads and flyers for various events around town or on campus. Several flyers featured ads for bars or featured alcohol promotions at bars featuring live music /DJs as well as drink specials. The flyers with alcohol references, or that contained advertisements for bars or drink specials, comprised more than half of the forty or so flyers on the kiosk. This lends itself to a collegiate drinking—as-entertainment mindset. However, there is a Recreation Center on campus and several alcohol-free musical concerts at the campus music department hall are performed throughout the fall and spring semesters. Also, flyers for group activities that do not promote alcohol (in addition to the Recreation Center) were included on the kiosk for activities like Ultimate Frisbee, video game playing, and pottery classes.

QUESTION 37

Based on these considerations, to what degree do you believe promotion is impacting binge drinking and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact
0 1 2 X3 4 5 6 7 8 9 Major impact
10

Promotion is not influencing people and whether or not they engage in binge drinking to a significant degree. "Ladies Nights" or other drink special type promotions are occasionally advertised (on the radio, in particular) at a few of the bars that cater to a younger crowd but there is a less aggressive approach regarding alcohol promotion and advertising in Bozeman, Belgrade, and the other Gallatin County communities. Many Gallatin County residents enjoy recreational activities and are health-conscious physical fitness enthusiasts. Some of the nation's finest mountain climbers, long distance runners, cyclists and skiers live in Gallatin County.

Smoking is not permitted in any restaurants or bars or casinos per city ordinance. Promotion/Advertising is done more aggressively for the myriad of races (marathons, 10Ks etc.) and for non-profit fundraisers than for alcohol in Gallatin County.

SCHOOL POLICIES – PART 3

QUESTION 38

Based on information gathered from your school districts, what are the concerns around how those policies contribute to either the underage substance use or reduce underage substance abuse and the associated consequences in your community? Explain the rationale for your response.

The schools don't contribute to underage substance abuse and have a zero tolerance policy if a student is caught drinking or using on campus. If a student is caught on school property with marijuana, tobacco or drinking alcohol/being intoxicated), there are serious consequences (often a student is suspended for a few days). If they play a sport, they will usually be suspended from that activity, sometimes for the season, depending on the number of violations to the school policy that student has incurred. Three Forks has the most pro-active school policy in Gallatin County in that their school district will require a youth to go to ARC (Adolescent Resource Center) and be evaluated or screened by the adolescent counselor (to determine if there is a chemical dependency issue). MIP classes usually are mandated as well. A small percentage of the kids who have received MIPs have already dropped out of school which

translates to having less structure, more free time and access to other young people who might be idle and intent on drinking or using drugs.

Since the D.A.R.E. program lost its funding, a vacuum remains as far as having a school program geared toward prevention and awareness of alcohol and other drugs for children in junior high and elementary schools. In the fall of 2013, Bozeman High School's newspaper "Hawk Tawk" published an article lamenting the demise of D.A.R.E. Many BHS students maintained that the presence of SROs (School Resource Officers) in the high school does not compensate for the loss of a program many recalled fondly from their elementary school days. SROs are, after all, Bozeman Police Department law enforcement officers and are viewed as somewhat intimidating authority figures. Schools also occasionally use "drug dogs" at BHS and randomly check classrooms and students' backpacks for contraband. Using drug dogs *has* deterred many students from bringing marijuana to campus, according to several BHS students contacted for this report.

QUESTION 39

Based on these considerations, to what degree do you believe your school district's policies and programs in your community are impacting binge drinking and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact

0 1 2 X3 4 5 6 7 8 9 10

Major impact

Due to lengthy and enforced school policies in place in all of the Gallatin County school districts, a 3 is merited as this is a low-impacting binge drinking causal area. Students, whether or not they are athletes, that are found to be violating the school policies on ATOD will be referred to court or ARC and will often be suspended from school and will be sanctioned in some capacity.

MEDICAL FIELD INFORMATION – PART 3

QUESTION 40

Based on information gathered from local hospitals, pharmacies, and prescribers, what are the concerns around prescription drug abuse in your area? Explain the rationale for your response.

Prescription drug abuse is a considerable and growing problem in Gallatin County. Looking at the Montana Prescription Drug Registry (**MPDR**) Provider Analysis Table, Gallatin County is about the same as the state's average regarding the percentage of prescribers registered out of the total who are eligible to register. Of 495 eligible prescribers, 97 have registered for a percentage of 19.6% percentage points. All of the Gallatin County pharmacies have registered (note: all 303 pharmacies around the state have registered as required by law). The state's percentage average was 23.2% percentage points of eligible prescribers who have registered which puts Gallatin County at a little below the state's average for prescriber registration.

Also, similar to the problem of bartenders over-serving inebriated customers, a few Gallatin Valley physicians and physician-assistants over-prescribe, both in terms of quantity and quality (numbers of pills and the strength of the pills themselves). But unlike alcohol servers or sellers who may be charged for over-service, (a bartender in Bozeman was cited in February 2014 for over-service), medical personnel are not scrutinized or penalized for overly prescribing prescription drugs.

Pharmacists in Gallatin County are a little more proactive in using the MPDR; 48.3% percentage points (42 out of a total of 87 eligible pharmacists) have registered for the MPDR. This implies that more doctors could use the MPDR, but for various reasons, are not using it at this time. The interviewed medical personnel (including one dentist) stated they had accessed MPDR--two or three times, at most. One physician at Bozeman Deaconess Hospital expressed interest in making it accessible for support staff so an administrative assistant would be able to look up a patient on the MPDR. A few medical field personnel were unaware of Drug Take-Back Days or Drop-Off box locations or that they existed at all. (Currently, there are permanent Drop-off boxes at the Bozeman Law and Justice Center and at the police sub-station downtown. Soon, there will be one for the general public to use--at the hospital itself.)

QUESTION 41

Based on these considerations, to what degree do you believe the medical field data you collect is impacting prescription drug abuse and its consequences in your community? Place an “X” on the scale below. Explain the rationale for your response.

No impact

0

1

2

3

4

5

6

7

X8

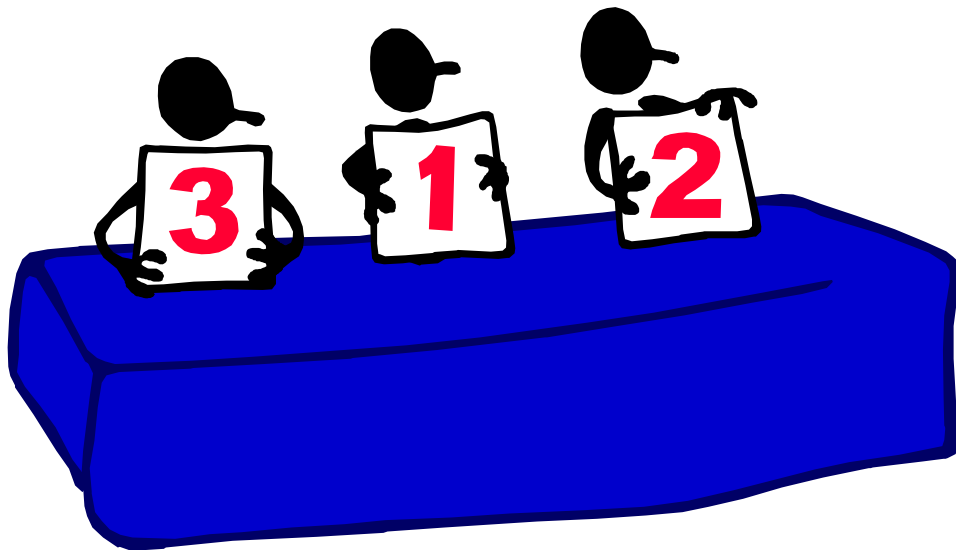
Major impact

9

10

Based on commentary from members of the Missouri River Drug Task Force and from prescribers and pharmacists in Gallatin County, prescription drug abuse is a “8” and should be addressed in the next few years, specifically. Some prescribers over-prescribe creating a surplus of unnecessary medications—and addicts who may capitalize on this. There are reports of people traveling from Washington State to Montana solely to obtain prescription drugs as recent legislation in Washington has made it difficult to obtain painkillers and the other often-abused classes of prescription drugs. Also, many people in the community are unaware of Operation Medicine Cabinet or Take Back days in Bozeman, Belgrade or other communities. However, Three Forks hosted a Drug Take Back Day in April 2014.

Prioritization



Task Three:
**Rank the Four Causal Areas from the Greatest Contributor to Your
Community's Problems to the Smallest Contributor**

Prioritizing

The next stage involves prioritizing the causal areas. The first step is achieved by placing the appropriate scores from Questions 14, 22, 25, and 29 next to its related causal area. Based on the scores, rank each causal area with 1 being the highest priority and 4 the lowest. In the case of a tie, decide which area is of higher priority for your community in relation to binge drinking, drinking and driving, and motor vehicle crashes. After having completed the ranking, explain the rationale for your rankings on the next page.

The prioritization will be the basis of for determining which combination of environmental prevention policies, practices and programs are strategically best for your community.

Score	Rank	Causal Area
4	4	Retail Availability
5	3	Criminal Justice
6	2	Social Availability
3	5-6	Promotion
3	5-6	School Policies
8	1	Prescription Drug

QUESTION 42

Provide the rationale for your rankings of the causal factors.

Prescription drug abuse is clearly an issue in Gallatin County primarily due to over-prescribing (both in terms of quantity and quality of medications being prescribed). Additionally, more efforts to promote the existence and location of prescription drug take-back bins (that they exist and where they are located) needs to happen. Prescription drug abuse is perhaps more common an occurrence among those who are infrequently surveyed—those over 21 years old.

Social availability is the also pressing in terms of access for youth, followed by adjusting priorities within the criminal justice system (though that has improved in 2013, the year following the focus of the Data Workbook). Less pressing are the causal areas of retail and promotions in terms of numbers of advertisements and promotions. Alcohol is still the preferred intoxicant of choice for both underage and legal age consumers.

Social availability is higher in the summer months due to Music on Main and at other summer events where alcohol is present. Still, the frequent compliance checks have inhibited employees from selling or serving underage patrons and the media has been diligent about reporting the “failing” businesses that get fined as a result. *Advertising* on billboards or sponsorships provided by alcohol distributors for sports teams is rare. Alcohol is available at venues where musical acts perform but it is not the focus. *Promotion* in print media is geared toward specific times of the year for the most part (more ads for alcohol around New Year’s and the 4th of July) but is not excessive.

What does happen in communities around Gallatin County: a few people will drunk, get belligerent, and perhaps get in a fight downtown and law enforcement will be called. This happens every Friday and Saturday night: frigid temperatures do not deter people from going downtown or to other bars or taverns and drinking to excess. Bozeman is a college town with a busy downtown nightlife, especially on a few nights out of the week. In some of the smaller outlying towns, people are also drinking and are driving and in any given week, DUI arrests have been made.

Methamphetamine still can be found and wreaks havoc; heroin use is on the rise. Recently, a motel close to Exit 309 (on the eastern side of Bozeman) was damaged and closed down; two people tried manufacturing methamphetamine in one of the guest rooms, causing an explosion. Marijuana is easy to obtain (which goes for alcohol, too, according to adolescents in Minor-in-Possession classes. Also prevalent are prescription drugs. These are being prescribed in a proper way most of the time. However, prescription drugs are being misused, abused, fraudulently obtained and then sold or traded—illegally. (according to one Missouri River Drug Task Force member, at the going rate of one dollar per milligram for Oxycontin, for example).

This scenario happened just outside Bozeman’s city limits. From a sheriff’s arrest report in winter 2014: a woman in her late 30s was seen driving erratically on Huffine Lane and then slid

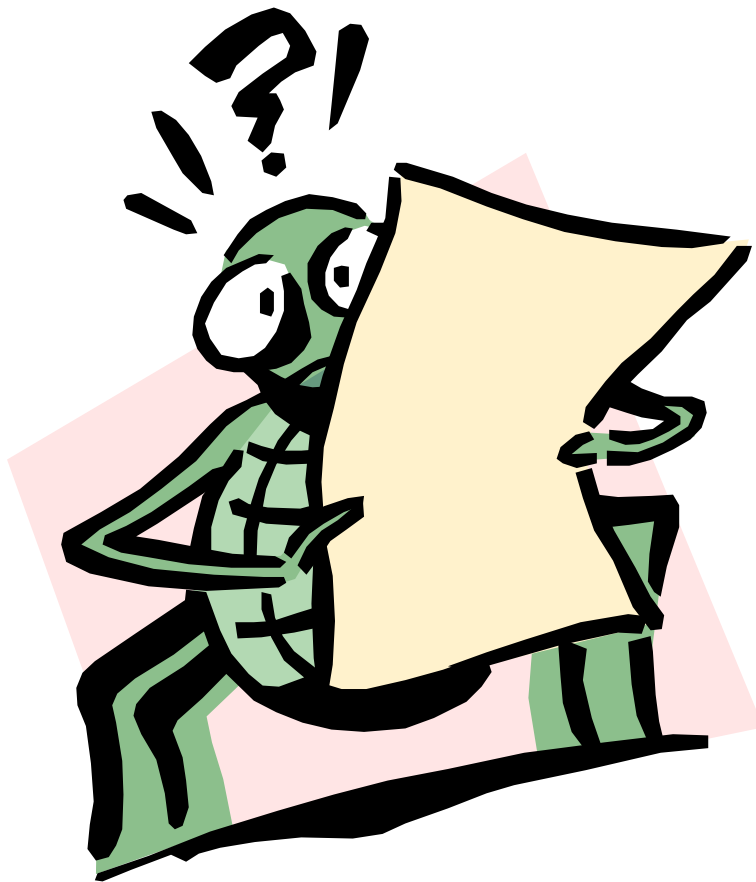
off the road after the driver turned onto Cottonwood Road (Huffine Lane is known as a high-incidence roadway in Gallatin County—both for crashes and DUI arrests). This individual was driving in an extremely intoxicated state, on a residential road before noon. A motorist spotted her car weaving on the road and called it in (to “RADD” or “Report a Drunk Driver”). More citizens are reporting suspected drunk or impaired drivers, according to law enforcement contacts made for the Data Workbook. Criminal Justice, as a whole, could do better with garnering more convictions out of the charges filed. In 2013, more DUI arrests were made (24% higher than the previous year of 2012). The tone is cautiously optimistic that DUI arrests will continue to increase in 2014 and thus more accurately reflect the number of impaired motorists out on the road. Publicity has placed a spotlight on the hazards created by DUI—several articles related to DUI and specific cases about victims appeared in the Bozeman Daily Chronicle. Also, local news station reports have been effective at raising awareness about Montana’s reputation as a state that is too lenient on drunk driving and in the top 5 for alcohol consumption *in the nation*.

Lastly, the social availability causal area gets the highest ranking of importance as it is also the most far-reaching in terms of who is affected. This covers society—both drinkers of legal age and underage youth.

If law enforcement were able to issue more MIPs, fewer youth would drink at large parties out of town. If law enforcement made DUI the *top* priority as some states have, it would have a dramatic effect—immediately. If dances were foot-patrolled by uniformed and plain clothes law enforcement, fewer kids would smoke marijuana, take prescription drugs, drink alcohol and be at risk for sexual assault.

These are not impossible goals or even changes; they are likely to take root when society, as a whole, views alcohol in its proper context that is, as a privilege and not a right. On the positive side, there are many events in Gallatin County that appeal to families and visitors and world-class athletes—and, none of them involve alcohol or tobacco. There is beautiful mountain scenery and renowned fly fishing in Gallatin County, too, with a top tier university and award-winning hospital located within Gallatin County. Strengths abound; the weaknesses caused by alcohol and prescription drug abuse can be prevented and treated by a compassionate population (another strength within Gallatin County is the level of compassion and intelligence found amongst its inhabitants).

Final Question



Task Five:
Determine What Combination of Causal Areas
Your Community should Target

Your Final Conclusions

Now that you have considered the data surrounding your community's alcohol problems, as well as each causal area for these problems, you need to decide what to do. For now, think about your data and especially your final rankings on page 66 as well as your resource assessment on page 69. Also, mull over the possible connections among the four causal areas. Would it be possible to target social availability without also targeting criminal justice/law enforcement? Will changes in retail availability necessarily require changes in the enforcement of policy? Now answer the following question.

Final Needs Assessment Question

QUESTION 43

It is very unlikely that your community can or needs to address every causal area to impact existing binge drinking and drinking and driving problems. What combination of causal areas is most likely to produce changes in the environment which currently exists within your community? What specific causal factors will you target and why?

Social availability is going to be examined closely. In early 2014, a new group at Bozeman High School called "Peer Safe" was created. "Peer-Safe" intends to raise awareness, foster safety and increase overall well-being for high school students at events on campus and around Bozeman throughout the year. This will be accomplished by having speakers come into the classrooms to discuss alcohol poisoning, the long term effects of marijuana usage as well as self-defense and other safety talks/demonstrations.

Making it cool to be sober at dances and at prom is part of addressing causal factors (peer acceptance and promoting safety first). "Fairgrounds Dances" at the Gallatin County Fairgrounds are promoted typically by students via word of mouth and can involve underage drinking and drug use. Stepping up supervision at Fairgrounds Dances is highly recommended. Very few chaperones attend the dances at the Fairgrounds and most parents are not aware of the potential for unsafe behavior at these events.

Gallatin County DUI Task Force sponsored the first Downtown "Mocktail Contest" two days prior to St. Patrick's Day (an occasion traditionally marked by excessive alcohol consumption). The Mocktail Contest is a fun promotional event for people who do not rely on alcohol yet who enjoy going "out on the town." This event is a rare opportunity for the Task Force to work with taverns in the spirit of cooperation and collective responsibility. It invites media attention much like the Compliance Checks do—only the Mocktail Contest is a more light-hearted preventative action rather than being enforcement-based. A balance of prevention, intervention, and enforcement techniques pertaining to alcohol, tobacco and other drugs will be pursued in the upcoming year in Gallatin County.